

PRESS RELEASE

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Parties invest Dollars for Retirees, Pocket Change for Generation Squeeze New Study provides first comprehensive platform comparisons during the campaign

Political parties don't report the implications of their campaign promises by age – not even in the fully costed platforms released by the Big Three parties last week. This can make it difficult for young and old alike to make sense of the dizzying array of daily promises made on the campaign trail.

"Lack of clear information interferes with voter turnout among younger Canadians," explains Dr. Paul Kershaw, UBC professor and the author of a new study designed to fix this problem.

BY THE NUMBERS: a generational guide to voting in the 2015 federal election is the first non-partisan comprehensive comparison of party platforms ever published before an election that includes a careful analysis of the age implications of campaign promises.

"The results show a striking age pattern common to all Parties," Kershaw reports. The four national Parties all promise \$18 to \$20 billion in additional annual spending for the 18 per cent of Canadians who will be age 65+ in 2019. That's more than Conservatives, NDP and Liberals invest for all of the 55 per cent of Canadians under age 45. "By comparison with the dollars that Parties dole out to retirees, they invest pocket change in Generation Squeeze," says Kershaw.

But there are significant differences in the amount of pocket change. **For every new dollar the national parties will invest in each retiree by 2019/20, investments for each person under age 45 total only:**

- 18 cents from the Conservatives
- 27 cents from the NDP
- 28 cents from Liberals
- 34 cents from the Greens

According to the platforms, the Conservatives will invest \$7 to \$10.5 billion *less per year* in Canadians under age 45 than the other parties because the Conservatives propose billions less investment in Employment Insurance, Infrastructure, Cash for families, Child care services, and Education.

Greens would invest \$3.5 billion *more* in younger Canadians than the NDP and Liberals because Greens propose billions more investment in Infrastructure, Child care services, Postsecondary and Housing.

"Generation Squeeze does not tell Canadians for which party to cast their vote," explains the organization's ED, Eric Swanson. "But we do want *more* people to show up at the ballot box well informed." Our new study supports this goal in tandem with 58 short **Squeeze Back videos** crowd-sourced from filmmakers across the country during the campaign. "With heart, humour and wit they convey a simple message: younger Canadians are doing what we can to ease the squeeze, and it's time our politicians did more, too."

Full study at <http://bit.ly/GSByTheNumbers>. Videos at http://www.gensqueeze.ca/contest_vote